

### **Loudoun County Business Forum Successful**

More than 150 people filled the Board Room at the County Government Center on March 9 for a lively, three-hour discussion between the Loudoun County government and its business community. Topics covered during the session included top reasons for locating a business in Loudoun, transportation improvements needed, the county's business corridors, stumbling blocks to development, and the future economic development direction of the county.

Supervisor Lori Waters, Chairman of the Board's Economic Development Committee, said during the event that, "Welcome" is a sign we want to post in Loudoun County," and issued a standing invitation to the business community to attend her committee's monthly meetings.

A detailed summary of the Roundtable will be available soon at [www.loudoun.gov](http://www.loudoun.gov).



**Hobie Mitchel, Georgia Graves, and Shelia Johnson offer their perspectives on economic development in Loudoun during the March 9 Business Roundtable.**

#### **Department's Prospect Activity—March:**

- Responded to 672 requests for general information
- Received 10 leads
- Conducted 26 business visits
- Distributed 72 marketing packages
- Assisted 16 new business start-ups
- Worked with 17 new and 37 on-going prospects
- Delivered 3 proposals, 1 presentation/tour, and 5 Open Door Certificates
- Distributed 81 Growth Summaries, 42 Office & Industrial Park Maps, and 750 Wine Trail Brochures
- Received 30,971 hits on our website, with 8,094 user sessions

### **Design Cabinet Envisions Future of IGA Center in Purcellville**

The Loudoun County Design Cabinet, in cooperation with Main Street Loudoun and the Town of Purcellville, held a successful design charrette on March 19 at the old IGA center on E. Main Street in Purcellville. The Cabinet worked with representatives of the property owner and town officials to develop some ideas for the redevelopment and rehabilitation of the shopping center, built in 1967-68.



**This architectural sketch was developed by the Loudoun County Design Cabinet during the March 19 charrette in Purcellville.**

These ideas will be considered by the town in its current comprehensive plan update, and by the property owner as they make decisions on how to best redevelop the center so that it is more profitable for the owner and enhances the Main Street corridor.

The Design Cabinet is a volunteer group of architects and urban designers which encourages the highest-quality physical design to reinforce Loudoun's sense of place, identity and community. Visit [www.loudoun.gov/business/advisory.htm](http://www.loudoun.gov/business/advisory.htm) for additional information on the Cabinet.

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## Announcements and Expansions

### New & Existing Business



- ◆ **Aneco Inc.** ([www.anecoinc.com](http://www.anecoinc.com)) recently expanded its facility in the Northpointe Industrial Park by 5,500 square feet. With 95 employees (including 80 electricians in the field), the Loudoun division contracts on major commercial projects, including the Dulles Airport expansion project.

Aneco is an aggressive, fast track oriented electrical and telecommunications company headquartered in Clearwater, Florida. It serves the commercial, entertainment, industrial, medical, government and institutional building markets.

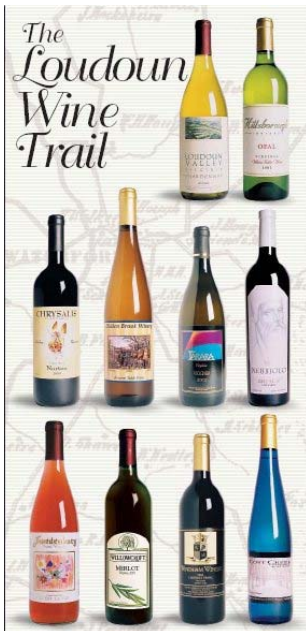
- ◆ **Store to Door** ([www.storetodoor.com](http://www.storetodoor.com)) is constructing a 65,000 square foot facility which will employ 10 people. TRINITY Group Construction is building the facility, scheduled to open in late-summer.

Operating in five states, Store to

Door provides convenient, reliable and secure storage. In their unique, mobile self-storage system, uniform Storage Vaults are delivered right to your door. Items are packed into the Storage Vaults then transported back to their climate controlled, secure storage facilities. Their service is geared toward the homeowner, business or student looking for a simple and economical means to safely store their belongings.

- ◆ **SPS Technologies, Inc.** ([www.spstech.net](http://www.spstech.net)) has leased an additional 2,000 square feet at its facility on Aviation Drive in Dulles.

Founded in 1997, SPS Technologies is a professional services firm that provides rapid response information technology services, and security and staffing solutions to the federal government and commercial markets.



**The 2004 Loudoun Wine Trail brochure is now available and lists information on Loudoun's ten wineries. The brochure is available online at [www.rural-loudoun.state.va.us](http://www.rural-loudoun.state.va.us) or by contacting the Department of Economic Development at 703-777-0426.**

### Rural Economy Update

- ◆ The February 29 opening of **Wegman's** in Dulles has already benefited Loudoun's local producers. The Chile Man, located in Hillsboro, reported that as of March 11, Wegman's had sold 62 cases of his sauces and salsas and has asked for weekly deliveries! The store also carries three Loudoun wine brands.
- ◆ A Direct Market Survey of horticultural products shows an increase from \$1.6 million in 2001 to \$3.2 million in 2003 for sales of produce. The survey of Loudoun farms, conducted by the Department of Economic Development (DED), found that while a handful of new producers entered the market during this time, the **doubling of sales in two years** was mostly attributable to existing farms expanding their production.
- ◆ Gary Hornbaker, DED Rural Resources Coordinator, hosted the March 3 Planters Farmers Club dinner at **Endless Summer Harvest**, a hydroponic greens and herbs producer in Round Hill, to promote the program theme of traditional farmers interacting with "the new face of Loudoun Agriculture." The event was very successful with 37 attendees, including reporters from *Leesburg Today* and *Loudoun Times Mirror*. Agriculture feature stories will be published in late March/early April.

## In the News

- ♦ Loudoun County was highlighted in a March 18 *Wall Street Journal* article as one of "the Best Regions to Find Work." The article focused on employment growth nationwide, and ranked Loudoun County 1st with respect to percentage change in employment from June 2002 to June 2003. The Department of Economic Development worked with the *Journal* on this article, and with NBC News on a follow-up piece prepared for affiliate stations nationwide. The piece, including an interview with Director Larry Rosenstrauch, aired March 23 on the local NBC News.
- ♦ The *Washington Post* reported on March 25 that the Howard Hughes Medical Institute will give the Loudoun County Public Schools at least \$1 million a year to establish a sophisticated biotechnology magnet program for high school students and enhance science education countywide. Institute and school officials said the grant is the start of a long-term commitment to create a national model for science education in the Loudoun technology corridor. Besides funding the start of the magnet program, the \$1 million will award college scholarships this spring to 14 high school seniors and fund a two-week summer science academy for 36 middle school teachers.

THE WALL STREET JOURNAL



**The *Wall Street Journal* and NBC News highlighted Loudoun County in March as having the nation's largest percentage increase in employment (5.2%) over the year ended June 2003.**

## Noteworthy

- ♦ The second annual Loudoun Career Fair attracted nearly 1,000 people and more than 70 exhibitors to Dulles Town Center on March 4. The Loudoun County Economic Development Commission's Education & Workforce Committee contributed to the advertising effort for this event, which was organized by numerous County agencies and community partners.
- ♦ Main Street Loudoun has initiated contact with property owners in old Ashburn to begin exploring how they might benefit from the Main Street approach. Martha Semmes, Main Street Coordinator, has also been assisting with business prospecting in the area, and has begun working with a concert series promoter for a possible regular, weekday after-hours concert series for the Ashburn community.
- ♦ The Loudoun Rangers, a new Valley Baseball League team, will start play in Loudoun County this summer. This college all-star baseball summer league is sanctioned by Major League Baseball and is a member of the NCAA. College players from across the United States jump at the opportunity to play for one of the Valley League teams. Players will stay with Loudoun families, and the home field will be Mickie Gordon Memorial Park in Middleburg, VA. Learn more at [www.loudounrangers.com](http://www.loudounrangers.com).
- ♦ The Loudoun County Small Business Development Center has announced the appointment of Beth Hain as Assistant Director. Ms. Hain served as a Micro-Business Consultant with the Peace Corps in Bulgaria, counseling and training local businesses on resource synergy and business planning. She also has extensive experience in project management and implementation in the hospitality industry. Ms. Hain will counsel SBDC clients, present business seminars and assist with the Center's annual fundraising campaign.



LOUDOUN  
CAREER FAIR



**The Loudoun Rangers' first game will be Friday, June 4 at 7:30pm versus the Front Royal Cardinals.**



## Loudoun County Economic Development Progress

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VISIT US ON THE WEB AT:  
[WWW.LOUDOUN.GOV/BUSINESS](http://WWW.LOUDOUN.GOV/BUSINESS)

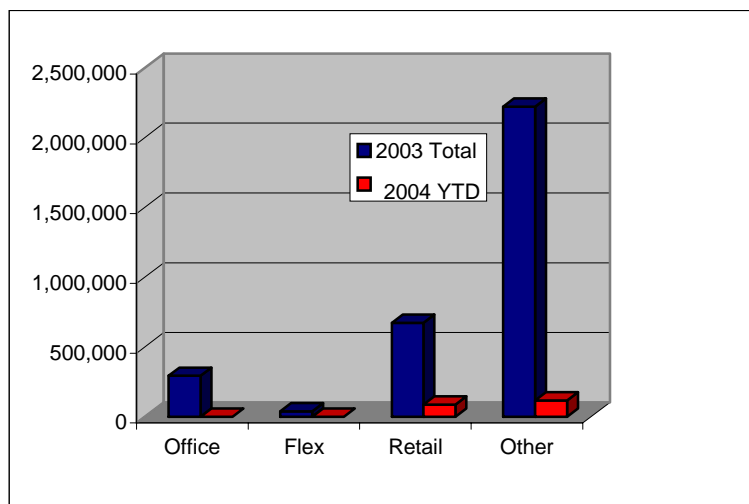
## Department News

- ♦ A new edition of the Map of Selected Office & Industrial Parks in Eastern Loudoun County is now available from the Department.
- ♦ On March 10, Lou Nichols spoke at a meeting of the Loudoun County B&B Guild to explain Loudoun's regulatory process.
- ♦ Larry Rosenstrauch made a presentation on the county's **Way-finding Initiative** to the Purcellville Town Council Economic Development/Land Use Committee on March 15. The presentation was requested by a Purcellville Councilmember.
- ♦ Robyn Bailey and Christina Winn attended a **Dulles Corridor Realty Virtual Tour** on March 25 presented by the Reston Chamber of Commerce at the Reston Hyatt.
- ♦ Christina Winn attended a **Mixed Use Developments luncheon organized by NAIOP** (National Association of Industrial & Office Properties) on March 25.
- ♦ Main Street Loudoun organized a **Pedestrian Safety Workshop** at Rust Library in Leesburg on March 26. More than 30 attendees heard from a national expert on pedestrian safety, who discussed the benefits of a community pedestrian program and provided guidance on how to get started.
- ♦ Martha Semmes visited the Goose Creek Kiwanis Club on March 30, making a presentation on the **Main Street Loudoun** program.

## Construction Activity

In February 2004, Loudoun County permitted 114,524 square feet (SF) of nonresidential construction. The combined value of new buildings (\$2,799,000) and alterations (\$3,158,111) is almost \$6 million.

- ♦ Office — 0 SF in February and 0 SF in January
- ♦ Flex/Industrial — 0 SF in February and 0 SF in January
- ♦ Retail — 5,442 SF in February and 82,658 SF in January
- ♦ Other — 109,082 SF in February and 8,124 SF in January
- ♦ Taxable — 114,524 SF in February and 90,782 SF in January
- ♦ Route 28 — 102,800 SF in February and 41,419 SF in January



Nonresidential Construction — Square Feet Permitted  
2003 Total and 2004 Year-to-Date